

Summary of 2007 Biomass Energy Grant Project Activities

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Project Goal:	Expand the market for biomass-derived biofuels in Michigan.
Project Objective:	Increase biofuel marketing in Michigan through the development and utilization of branded marketing materials, educational resources, and advertising.
Project Overview:	Specific project tasks included: (1) developing and encouraging the use of project marketing materials; (2) implementing a project advertising campaign in the key Southeast Michigan market; and (3) performing project reporting and evaluation to the Michigan Energy Office.
Project Budget:	The project had a total cost of \$69,316 and included \$44,366 in matching funds and \$24,950 in State of Michigan Department of Labor and Economic Growth Energy Office support.
Materials Developed:	Biofuel marketing plan, biodiesel logo, biodiesel fueling pump wrap, biodiesel pump topper, biodiesel stickers for B20 and B10, transit educational display posters, store educational display posters, online store for purchasing materials, online pricing forum, biodiesel quiz webpage, comprehensive listing of all biodiesel and ethanol refueling sites in the State with online mapping capability, webpage of who is using biofuels, biofuel billboards, biodiesel scrolling banner ad, general biofuel information webpage, and biodiesel and ethanol pump graphics flyers.
Marketing Activities:	Purchased three 12' x 25' biodiesel billboards triangulated in the Ann Arbor area. Placed transit educational posters on all buses operated by the University of Michigan (U of M) and Ann Arbor Transportation Authority (AATA). Placed biodiesel stickers on all buses operated by U of M, AATA and 1-800-GOT-JUNK? fleet vehicles. Purchased online web billboards on two local web sites marketing a contest to win a \$50 fuel card. Developed local TV PSAs. Mailed retail store biodiesel educational posters to every fueling site in the State who sells biodiesel.
Impressions:	Over 11,000,000
Future Plans:	CEC anticipates utilizing developed marketing materials in all future biofuel projects the organization is a partner in, as well as encouraging the use of these materials by others implementing biofuel projects in the State of Michigan.
More Info:	On the Clean Energy Coalition: www.cec-mi.org

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